

<b>COMPLAINT NUMBER</b>	22/233
<b>ADVERTISER</b>	Specsavers NZ
<b>ADVERTISEMENT</b>	Specsavers NZ Facebook
<b>DATE OF MEETING</b>	25 August 2022
<b>OUTCOME</b>	Settled

**Advertisement:** The Specsavers sponsored Facebook post was promoting the OCT 3D Scan. The advertisement stated “Get a free advanced OCT 3D Scan at Specsavers, this cutting edge technology can help detect eye conditions years ahead of time”

**The Chair ruled the Complaint was Settled.**

**Complaint:** From this ad, it makes you think you are getting this as a free service. Or at the very least, an added extra to an eye test. When phoning Specsavers and asking what this actually is, I was told it is what they use to complete all eye tests. I asked, so this is not an extra with a test, but instead the actual test, and was told yes.

Is the test therefore FREE?  
NO.

1. States this is free, when it is part of the actual test itself. It is not an added test, but how they do the test anyway.
2. The test itself is not Free. It is \$30.
3. If you are an AA member, you get a free test every two years... so therefore only AA Members will get this for free. The ad does not state this.

Apparently based on this ad, I get my eye test for free.  
When you click the advert to make the booking it takes you straight to the store locator part of the booking. The advert was a sponsored advert on Facebook.

**The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b)**

**The Chair** noted the Complainant was concerned that the advertisement was promoting a free eye test when there was a cost involved.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached.

As part of the self-regulatory process, Advertisers and Media have the option of amending or removing their advertising to comply with the Advertising Codes Upon receipt of the complaint, the Advertiser removed the Facebook post. The Advertiser also intends amending future advertising to make it clearer.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board

The Chair ruled that the matter was Settled

**Chair's Ruling:** Complaint **Settled**

#### **APPEAL INFORMATION**

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website [www.asa.co.nz](http://www.asa.co.nz). Appeals must be made in writing with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.